

Minutes

Indianhead Track Club Board Meeting

April 6, 2016, at 6:30 p.m.

Present: Traci Messner, President
Paul Wagner
Kate Lee
Sydney Chinchachokchai
Greg Ellingboe
Wade Zwiener
Liz Mayo
Heidi Dubberke
Dave Carothers
Debbie Konkel
John Konkel
Cindy Korbol, Secretary pro tempore

Approval of March Minutes. Traci asked if there were any changes to the March minutes. No changes were suggested. Dave Carothers made a motion to approve the minutes; Kate Lee seconded. The motion was approved.

Secretary Position. Traci announced that Mike Olson has work commitments and will not be able to attend the Board meetings. Dave Carothers volunteered to take the minutes until a replacement Secretary can be found.

ITC Banquet. Traci announced the date for next year's banquet: February 4, 2017.

ITC Trash Pick-Up. Joe and Judy Mirr are coordinating the trash pick-up again this year. It will take place on Wednesday, April 13, at 6:00 p.m.

Treasurer's Report. Cindy reported there was not much activity during the month other than the Spring Fever registrations coming in. As of the end of March, electronic registrations from RunSignUp totaled over \$2,100. \$24 was spent on pizza for two pub runs in March. All of the banquet expenses have been paid except one to UW-Eau Claire Printing that will be paid this week. As of March 31, the total of the ITC checking and savings accounts is \$18,908.74.

Clock Rental Request. The Boy & Girls Club of Chippewa Falls requested that the ITC not charge them for the clock and timer rental fees in exchange for putting ITC's logo on their posters. Cindy reported that she talked to Tom Langley about this and would let them know that the ITC is a nonprofit group that regularly rents its clocks to nonprofit groups that are also raising money for various causes, and we charge a nominal fee in order to be able to provide this service to local organizations. Everyone agreed with this response and Cindy will relay this to the race director.

Girls on the Run. Heidi Dubberke would like to offer a special deal for the girls to run the Tortoise & Hare race. Discussion was had regarding a sponsorship of \$500, as the ITC has done for several years. A motion was made by Heidi to donate \$500 with the condition that it is to be used for scholarships for girls that are unable to pay the cost of the program. Paul seconded the motion and it was approved by the Board.

John Konkel reported he has been asked by GOTR Director Kim Gillette if we can publicize their event on the ITC website and GOTR could supply course marshals for the Spring Fever event next year. Mike Salm lists all local races on the ITC website, but we can promote the GOTR event on the ITC Facebook page. Heidi will do this. The event takes place on May 15, and the ITC will have a table there to promote the club.

Facebook Promotion of ITC Events. Heidi discussed promoting all of the ITC races on Facebook. Sydney recommended promoting our races a month in advance. She also suggested letting the race directors direct \$50 to promoting their events electronically. Traci made a motion to allocate to each race director \$50 to market their race electronically. Greg seconded, and the motion was approved.

Eau Claire Marathon Expo. Heidi reported there will be an ITC table at the Expo. She will have membership forms and race entry forms for future ITC races. There was discussion regarding giveaways to offer at the table. Some suggestions: magnets, race entries, free t-shirts, bottle openers, and chap stick. It was decided by the Board that 12 free race passes can be given out at the Expo. Traci will get prices for 500 or 1,000 ITC chap stick tubes. New, smaller magnets are also a possibility.

Survey. Kate informed the group that the weekly e-mail goes out only to ITC members and wonders if it should go out to all e-mail addresses on file. MailChimp will allow people to easily opt out of the e-mails, so it was agreed this may be a change we want to make.

Sydney next passed out a compilation of the survey results. Suggestions included a Couch to 5K program, info booths at area events, seminars, and running discounts to join the club. Further ideas for questions included:

How to get people more involved

How to get people to participate in group runs

What do people need from the club?

Would people be interested in a Couch to 5K program and, if so, what date/time?

What can we do to make you join the club?

How can we support you in your fitness goals?

How do you learn about our races?

Sydney said she, Matt, and Liz will tweak the survey and send it out to the public (not just ITC members). Other ideas discussed were a spring training clinic, promoting the idea that the club has been around since 1969, and implementing a Couch to 5K program to let the public know the club welcomes beginning runners and walkers too.

Spring Fever Race. John estimates 175 registrants so far. The medals and t-shirts are in hand, and all food has been donated (water, bananas, rolls, and cookies). Traci requested that pictures be taken for the newsletter.

Old/New Business. None.

Adjournment. Traci adjourned the meeting at 7:50 p.m.